

### ABSTRACT OF THE DISCLOSURE

A tubular label fitting apparatus for containers in which label fitting heads are arranged at even intervals on the outer perimeter of a main turret, each fitting head comprising a container table, a container presser bar that applies a pressing force against the top of a container which is supported by the container table, and vacuum jaws to hold the label. The label fitting head comprises a container presser bar means 40 on the bottom of a container presser bar body 41. The container presser bar means 40 further comprises a label attitude control element 42 whose outer diameter is slightly smaller than the diameter of a fitting tube. When a bottle 32 is supplied to the bottle mounting platform 7, the label attitude control element 42 lowers and passes through a label 29 which is held by the label holding means, such that the bottle is sandwiched between the container table 7 and the container pressing head 44 that is provided in the label attitude control element 42 so as to have a cushioning capability. By raising the bottle under this condition, the label 29 is engaged with the bottle and the label is automatically fitted to the bottle body.